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RESEARCH ON FACTORS IMPACTING ON CORPORATE SOCIAL RESPONSIBILITIES AND BUSINESS ETHICS OF TAXI BUSINESSES IN HO CHI MINH CITY

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ABSTRACT
The objectives of the study aimed to identify the impact factors and their level of influence on responsibilities and ethics of taxi businesses in Ho Chi Minh City. An approved error correction model consists of five impact factors including: Legal regulations, Balance of interests between taxi businesses and customers, Competition in the market, Knowledge of customer, Individual manager of taxi business. The results of the study can bring about positive changes in the taxi business.

KEYWORDS: Business ethics,corporate social responsibility, taxi businesses

I.   INTRODUCTION
So far there have been a number of researches on the topic of corporate social responsibility and business ethics in general. Hirschland M. (2006) has emphasized the importance of corporate social responsibility such as: new global business regulations, corporate insights on corporate social responsibility, global governance and public policy networks.Ihlen et al. (2009) focused on concepts such as beliefs, legality, knowledge, reaction, as well as behavior, motivation and language. Yunus (2009)has helped businesses to see the role of business practices through example cases that businesses pay more attention to corporate social responsibility.

Business ethics is no longer a new concept for Vietnamese businesses. In particular, Nguyen Hoang Anh (2006) analyzed the current state of business ethics at the time of the study, but as theoretical analysis is just about exploring the concept of ethics Therefore, given findingsisstill general. Dang Thi Kim Anh (2011) studied business ethics in enterprises in Hanoi and business ethics placed in the socialist-oriented market economy. Therefore, the theoretical study is still limited and uncompleted. Dinh Cong Son (2014) studies business ethics in a very wide scope as the whole economy of our country since moving toward socialist-oriented market economy. Truong Quang Dung (2011) studies the ways of fraud in the calculation of taxis in Ho Chi Minh City have shown some ways to fraud taxi charge. In general, the author has surveyed and summarized from the previous research to inherit, adding new issues in building business ethics in general, and taxi business in particular country to give his assessment.

II.   FUNDAMENTAL THEORIES AND RESEARCH MODEL
Business ethics theories
According to the American Heritage Dictionary, "Ethics is a study of the nature of what is right - wrong, the philosophy of right - wrong, rules or norms that govern behavior of the members of a particular profession."

Phillip V.Lewis (1985)states that "Business ethics are all principles, standards, ethical or regulatory norms that provide guidance about normative behavior and honesty (of an organization) in certain cases". After gathering more than 185 definitions of business ethics from various professional documents. Marcoux, A.M (2006)concluded that "Business ethics is an art form of morality, considered as ethical principles in the business environment." However, it is criticized that it had not focused on the interests of customers as well as social responsibility and also overlook many important factors, such as: what kind of behavior, the ethical principles can be adjusted; or who could be considered a "business" and how their behavior should be adjusted.
Ferrels and Fraedrich (2005) had a different definition of business ethics: "Business ethics encompasses basic principles and norms that govern behavior in the business world. However, the assessment of a particular

behavior as right or wrong, ethical or not would be decided by the investor, employee, client, stakeholder groups, legal system, as well as the community".

In Vietnam, Bui Xuan Phong (1985) also combined and developed the notion of "Business ethics is a set of principles, norms that regulate, evaluate, guide and control behavior of business. Business ethics is the ethics applied in business".

Corporate social responsibilities theories

Social responsibility is "the obligation of the entrepreneur to pursue policies, make decisions, or carry out a series of activities that are socially desired in terms of goals and values" (CarrollArchie, 1999). John R. Boatright(2007)later argues that social responsibility implies economic, legal, ethical and accountable responsibilities that meet the expectations of society. In the European Union's view, it is "the consideration of environmental and social factors in the conduct of their business activities and their interactions with stakeholders on a voluntary basis"(European Union, 2010). Social responsibility has become a corporate behavior and management philosophy adopted by many businesses around the world and this number is constantly increasing (Vickers, Mark R.2010). This option may not be voluntary, but legal compliance (for example, in the environmental field), or the enterprise voluntarily contributes some resources (eg. Knowledge, skills or money) for the benefit of the community, or contribute to the improvement of some conditions that are outside the scope of the company (Brenner, S. N. (1992). According to Carroll, A. B. (1979),social responsibility may include standards that internal and external stakeholders regard as fair and equitable, responding to social expectations of citizenship, or how Includes programs that work to promote human well-being and well-being. Social responsibility is geared toward a strategic (rather than business) perspective with organizational structure as an analytical unit (rather than as a unit of society). Accordingly, corporate social responsibility is "actions that enhance a company's competitive position and prestige" (Maignan, I, Ferrell, O.C., 2004)

Thus, enterprises use social responsibility as a strategic tool to respond to market and customer pressures and to take actions beyond social and environmental law (Vickers, Mark R., 2010). Carroll's Pyramid model represents four levels of corporate responsibility for society: Economic responsibility involves goals such as maximizing profits, competition, efficiency, and growth; Legal responsibility is the commitment to law of the business to society; Moral responsibility is the rules and values accepted by the society but not yet included in the law; and Charity Responsibilities are the behaviors of the business beyond the expectations of society, such as donations to build gratitude houses, support flood victims, support children in remote areas .

Passenger transportation service by taxi (Taxi businesses)

According to the Ministry of Transportation's Decision No. 17/2007 / QD-BGTVT dated March 26, 2007, taxi is defined as cars with no more than 8 seats (including driver's seat) designed for passenger transportation. Passenger transportation by taxi is business unit established under the Enterprises Law, and Cooperatives Law.

General provisions for taxi include: the expiry date shall not exceed 12 years; equipped with radios connected to the operating center; there is a "TAXI" badge issued by the Department of Transport; there is fixed the lamp box on top of the taxi car with the word "TAXI" or "METER TAXI"; name, business telephone number and taxi order number must be written (according to the serial number of the enterprise)on the outer side of the vehicle; Taxis must have a meter and when changing rates they must report to the inspection agency for inspection and adjustment.

Enterprises engaged in taxi business must have business registration certificates granted by competent agencies and certificates of the government agencies allowed to use radio frequencies, sign labor contracts with drivers, equip a uniform and license plate for the driver and report it to the local Transportation Department for monitoring.

Taxi drivers must have a clear identity certified by the local government, a health certificate of occupational health, a written labor contract with the business, switch on the meter in front of the taxi before starting the trip if it is occupied, and must have taxi driver training certificate. When on duty, the driver must wear a uniform, nameplate and carry taxi driver training certificate.

In general, the regulations related to passenger transport taxi are quite obvious. However, two new taxi companies entering the taxi transport market, Grab and Uber, do not fully comply with these regulations, which

have led to many disputes between these taxi businesses and government management agencies. The taxi taxation of some taxi drivers in many forms is also heavily mentioned in the media which has made the issue of social responsibility and business ethics in passenger transport by taxi in Vietnam in general and Ho Chi Minh City in particular has become a controversial issue and a lot of people are interested in this issue

III.   PROPOSED RESEARCH MODEL

From the definition and theory of social responsibility, business ethics, passenger transport service by taxi, the author proposed research model as follows:

Corporate social responsibility and business ethics of taxi business in Ho Chi Minh City = a1 * Regulations + a2 * Balanced interests of taxi business and passenger + a3 * Competition in the market + a4 * Knowledge of the customer + a5 * Individual leader of taxi business

The basis of the model is the system of hypotheses:

H_1: The more managers are aware of the social responsibility and business ethics, the higher the corporate social responsibility and business ethics of taxi business in Ho Chi Minh City is.

H_2: The stricter the law is, the higher socially responsible and business ethics of the taxi business in Ho Chi Minh City is.

H_3: The more balanced benefits between the business and customers, the higher the social responsibility and business ethics of taxi business in Ho Chi Minh City is.

H_4: The more competitive the market is, the higher the corporate social responsibility and business ethics of taxi business in Ho Chi Minh City is.

H_5: The higher the knowledge of the customer is, the higher the social responsibility and business ethics of taxi business in Ho Chi Minh City is.

IV.   RESEARCH METHOD

Scale

Based on qualitative research, the author synthesizes, analyzes and quantifies attribute elements to design a quantitative survey questionnaire. Likert scale of 5 levels: from 1 point - expressed very disagreement up to 5 points - expressed very agreeable level. Each sentence will be a statement of a criterion considered as the basis for the impact on corporate social responsibility and business ethics of taxi business in Ho Chi Minh City. The draft questionnaire consists of 23 questions corresponding to five factors that are believed to affect the corporate social responsibility and business ethics of taxi business in HCMC.

Data

Samples were selected by random sampling method, convenient sampling. In EFA, sample size is usually determined based on (1) the minimum size and (2) the number of measurement variables included in the analysis. Nguyen Dinh Tho (2011)said that to use the EFA, sample size must be at least 50, preferably 100 and the rate of observation/ measurement variable is 5: 1, it means that one measurementvariable requires minimum 5 observations, preferably 10: 1 or more. The researcher surveyed and collected 218 votes. After completing the investigation, the researcher proceeded to clean the data. Unanswered questionnaires will be rejected so that analysis results are not distorted. A total of 218 questionnaires were distributed, collecting 218 questionnaires, of which there are 18 invalid questionnaires.

V.   FINDINGS AND RECOMMENDATIONS

Verification results of the scale

Factor scales – "the individual manager of taxi businesses" is measured through 4 variables. The first result of the Cronbach's Alpha Analysis is 0.7677> 0.6. At the same time, all 4 variables have the correlation > 0.3. Therefore, Factor scale consists of 4 variables: CN1, CN2, CN3, CN4.

Factor scales – "law and regulations" is measured through 6 variables. The first Cronbach's Alpha Analysis is 0.8325 > 0.7. At the same time, all 6 variables have the correlation > 0.3. Therefore, Factor scale consists of 6 variables: PL5, PL6, PL7, PL8, PL9, PL10.

Factor scales - "balanced interests of the transportation companies by taxi and customers" is measured through 5 variables. The first Cronbach's Alpha Analysis result is 0.8447 > 0.7. At the same time, all 5 variables have the correlation > 0.3. Therefore, Factor scale consists of 5 variables: CB11, CB12, CB13, CB14, CB15.

Factor scales – "competition in the market" is measured by 4 variables. The first Cronbach's Alpha Analysis result is 0.8214 > 0.7. At the same time, all 4 variables have the correlation > 0.3. Therefore, Factor scale consists of 4 variables: CTR16, CTR17, CTR18, CTR19.

Factor scales – "knowledge of customer" has the value of CA is 0.7862 > 0.7. At the same time, all 4 variables have the correlation > 0.3. Therefore, Factor scale consists of 4 variables: HB20, HB21, HB22, HB23

Table1. Exploratory factor analysis results

	Factor				
	1	2	3	4	5
PL5	**.814**				
PL7	**.753**				
PL6	**.740**	.247			
PL10	**.682**				
PL8	**.661**				
PL9	**.651**		.249		
CB11		**.821**			
CB13		**.770**	.278		
CB12		**.760**			
CB15		**.737**			
CB14		**.721**			
CTR16			**.833**		
CTR17		.248	**.799**		
CTR18			**.759**		
CTR19			**.728**		
HB20	.233			**.790**	.220
HB21				**.752**	
HB22	.238			**.711**	.231
HB23		.203	.244	**.705**	
CN1					**.855**
CN2				.208	**.838**

Source: From the exploratory factor analysis

The coefficient KMO = 0.799> 0.5 demonstrates that the factor analysis for grouping the variables together is suitable and the data fits for factor analysis. After the factor analysis, two variables: CN3, CN4 are rejected from the model. The remaining variables converge to the corresponding factors as the original proposed model.

Factor Lawandregulationshas 6 variables, which are PL5, PL6, PL7, PL8, PL9, PL10. Factor Balance benefits of the transportation companies by taxi and customers has 5 variables, which are CB11, CB12, CB13, CB14, CB15.Factor Competition in the market has 4 variables: CTR16, CTR17, CTR18, CTR19. Factor Knowledge ofCustomerhas 5 variables, which are HB20, HB21, HB22, HB23. Factor The individual manager of taxi business has 2 variables: CN1, CN2.

From the results of the above analysis of EFA and Cronbach's Alpha, the final adjusted theoretical model, the model has 6 component variables, including 5 independent variables and 1 dependent variable.

Multiple regression analysis

The linear regression equation which describes the relationship between the drivers and social responsibility and business ethics of taxi businesses in Ho Chi Minh City has the following formula:

The regression analysis table showed that the coefficient of determination (R^2) is 0.728 and the adjusted R squared is 0.721. Thus, the model explains 72.1% of the impact of factors affecting the social responsibility and business ethics of taxi businesses in Ho Chi Minh City

Table2.Regression analysis results

Model	Standardized Coefficient		Standardized Coefficient	t	Sig.	Multicolinearity statistics	
	B	Standard deviation	Beta			Tolerance	VIF
(constant)	.325	.146		2.220	.028		
F1	.295	.033	.371	9.050	.000	.833	1.200
F2	.206	.030	.279	6.796	.000	.830	1.205
F3	.122	.029	.172	4.173	.000	.826	1.211
F4	.161	.032	.225	4.960	.000	.682	1.467
F5	.175	.029	.253	5.985	.000	.781	1.280
Dependent variable: SOCIAL ETHICS							

Source: From regression analysis

The variance inflation factor (VIF) is very small (<2), showing that the independent variables are not strictly correlative, so we don't have multicolinearity case. Therefore, the relationship between the independent variables does not significantly affect to the interpretation of the regression model. Beta coefficients of variables F1, F2, F3, F4, F5, all have Sig. $<.05$, so they are statistically significant. Thus, the social responsibility and business ethics of the transportation company by taxi in the area of Ho Chi Minh City is dependent by 5 factors in decreasing order that is "Law and regulations" (Beta = 0.371. "balancedinterests of taxi businesses and customers" (Beta = 0.279); "the individual manager of taxi businesses" (Beta = 0.253), "Knowledge of customer" (Beta) and "Competition in the market" (Beta = 0.172).

VI. CONCLUSION AND RECOMMENDATIONS

The results of the research found the factors affecting the social responsibility and business ethics of taxi businesses in Ho Chi Minh City as followings in descending order: Law and regulations; Balance the interests of taxi businesses and passengers; Individualmanager of taxi business; Understanding of customers; Competition in the market.

Then, the following recommendations are proposed:
First of all, it is necessary to study to supplement and perfectize the legal framework of Vietnam in order to create a firm legal foundation for social responsibility and business ethics, especially to create an equal business environment among taxi businesses.

Secondly, taxibusinesses should have a plan for dividing the benefits between the business and the driver so that the interests of the parties can be harmonized to reduce fraud, as well as severe penalties in case of fraud charges by driver to customers.

Thirdly, customers need to know their own rights and obligations when using taxi, record the main information about the trip such as taxi company name, vehicle number, travel time to timely report with the taxi company when the service quality is not good or fraud charge.

Last but not least, managers of taxi businesses should strictly comply with agreed terms signed with the driver (social insurance, health insurance) and constantly improve the quality of customer service through social

responsibility and business ethics. By that way, new businesses cansustainably develop.

Despite efforts in carrying out this study, the research was inevitably limited. Firstly, due to the limitations of time and human resources, this study has only a small sample size of 200. Therefore, more research would be needed with larger sample sizes and wider research scope for higher accuracy. Second, the scope of research in Ho Chi Minh City is not comprehensive. If a study was conducted in other provinces across the country, overall comprehension would be higher. Thirdly, due to the limitations of time and reference data, researcher built the model based on personal thoughts and expert's advice. However, researcher believes that there will be other factors affecting the business and business ethics of taxi businesses in the area of Ho Chi Minh City. These limitations are also indicative direction of further research

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